

As represented by the information presented below, WIBC-AM, Indianapolis, Indiana, takes its commitment to localism very seriously. Providing uniquely local news, information and other programming is central to WIBC's success.

LOCAL NEWS

- WIBC has a larger commitment to local news than any other radio station in Indiana. The team includes 14 reporters and anchors. WIBC also operates Network Indiana which focuses on local news uniquely applicable to Indiana by supplying original hourly newscasts and a wire service to 70+ stations across the state.

- WIBC airs local newscasts at the top and the bottom of each hour 24 hours a day, 365 days a year.

- The wibc.com website reinforces the station's commitment to local news, topics and public affairs. The web site has won the regional Murrow award for excellence two years in a row because of our focus on local issues affecting Hoosiers.

- We are currently in the process of forming an Emmis editorial board with the goal of doing at least weekly editorials with a rotating group of commentators from diverse backgrounds and occupations, including the opportunity for listeners to publicly comment from time-to-time.

#### LOCAL PUBLIC AFFAIRS

- All of WIBC's locally originated programming features local topics, politics, issues, and community activities. Our goal is to air topics each day that are of most relevance to the community. These programs include:

Mondays-Fridays

The WIBC Morning News, 5-9AM

News and interviews, predominately with newsmakers

Garrison, 9-12Noon

Topical talk on the day's hottest issues, both locally and globally

Indianapolis Today, Live at Noon, 12-1PM

News magazine, with live interviews with local newsmakers

The Dave Wilson Show, 4-7PM

A more entertaining look at the topics in the news. Parody, interviews, news.

Live from the News Center, 7-9PM

A daily in-depth two hour discussion of the hottest topic of the day, generally local.

Features guests, local community leaders, and listener participation.

Saturdays

Indiana Open Phones, 6-9AM

Open lines, a chance to listeners to voice their views on any subject.

Sundays

Various news and public affairs programs, 5-8AM

Includes programs produced by the Indiana State Police, and the

Chamber of Commerce newsmakers

#### CREATING OR SELECTING PROGRAMMING

• WIBC determines the kind of programming it airs through various efforts to find out what our audience in Indianapolis wants from us. These efforts include focus groups, perceptual research, grass roots interviews, e-mail and phone comments and feedback, and a listener advisory board. Listeners can also register for getting regular e-mail from the station (an electronic newsletter) and this group is also encouraged to give us feedback on what we do.

• WIBC's policy is "News Comes First." The station always pre-empts any regularly scheduled programming for any type of breaking news bulletin, including severe weather information. Depending on the story, the station will stay with the news situation for minutes, or at times even hours. The station is also known as the local weather station. When severe storms break, we break in, and continue our live coverage until the all-clear is given. Coverage includes live reports and calls from listeners on the storm situation in their various areas, and reports of damage. Among the other things WIBC does:

Debates among local and state-wide political candidates

Weekly morning show visits with the Mayor of Indianapolis

Weekly visits on the Garrison show from Indiana Congressman and Senators  
Coverage of Indiana High School Athletics, locally and networked statewide

#### EMERGENCY PROGRAMMING

• There have been countless examples of WIBC's commitment to emergency programming over the years. Examples:

Last May as the Indianapolis 500 was finishing, WIBC was airing the race. At the same time 4-5 tornadoes were heading for the Indianapolis metro area, just as 400,000 people were leaving the Indianapolis Motor Speedway. WIBC immediately coordinated total coverage of the weather situation and remained on-air for hours, keeping people notified of conditions. During the worst of the situation, WIBC also simulcast its coverage on its three sister FM stations serving Indianapolis. This was the most severe weather situation in several years and we believe our coverage resulted in the fact there were no fatalities and just a few minor injuries.

Wall to wall coverage, always, for severe weather

Traffic and weather updates every 10 minutes all day and night

Regular Crime Stoppers reports on local newscasts

The station has received many commendations and awards for its commitment to public service programming.

- WIBC has a strong relationship with the National Weather Service which shares with us the usage of the latest and most state of the art weather reporting equipment and services.

- WIBC is a full participant in both the Amber Alert and EAS systems in the local Indianapolis area.

#### POLITICAL PROGRAMMING

- WIBC has historically done political debates, including a debate between candidates for Indianapolis Mayor, done in conjunction (simulcast) with a local television station. This year we also aired two debates between the candidates for Indiana governor, including GOP, Democratic and Libertarian candidates.

- We also offer candidates time on our various talk shows to guest and voice their views. I cannot recall anyone ever turning us down.

- Political issues are discussed on most all of our talk shows. In newscasts we report the issues but don't discuss them. WIBC News did a special two week series profiling all of the local and statewide candidates in 2004.

- WIBC also aired all three Presidential debates this year, and the Vice Presidential debates. In conjunction with other Emmis news/talk stations, we did a special pre-debate show live from St. Louis and again from Tempe, Arizona, the site of another Presidential Debate.

- WIBC did a voter registration drive earlier this year with our morning team. They were at a different site each morning for a week, giving people a chance to register to vote right on the site on their way to work.

- Our website, wibc.com, also contains the latest political information, including how to register, where to vote, and profiles of the candidates.

#### CIVIC, CULTURAL AND OTHER COMMUNITY-RESPONSIVE PROGRAMMING

- WIBC does do programming targeted at certain segments of the community. Some of the programs include:

A weekly program on Indiana youth, ½ hour

Regular farm programming weekday mornings and middays

Religious oriented programming, two hours each Sunday morning

- WIBC covers all major local events, including local sports, support of law enforcement programs, activities of the city council and mayor, and many others.

- The station airs an average of 100 PSA announcements in a given week. One of the successful campaigns included collecting used cell phones to be modified and given to abused women so that they have a way to contact law enforcement authorities when an emergency situation arises.

- WIBC News covers all local community issues. Some of them include:

The Great American Smoke-out

Regular guest appearances from the local Better Business Bureau

Programs to guard against drinking and driving

A team effort with the Salvation Army to protect abused women and kids.

Music

While WIBC as a news/talk format station does not generally air music, we do occasional interviews with local artists and periodically feature them live in-studio.

Station Participation in Community Activities

- WIBC supports many local non-profit and charitable organizations, in many ways. Just a few of them are:

The annual WIBC Salvation Army Radio-thon

This year will be the 10th annual, raising almost \$1,000,000

Support of the annual United Way Drive

Bears on Patrol program

Collecting and supplying law enforcement with teddy bears that are given to kids in traumatic situations

Weekly appearances on the WIBC Morning News from kids involved in the Make-a-Wish program

Local blood drives

The Race For Riley

An annual fund-raiser featuring Indy 500 and NASCAR drivers to benefit the local Riley Children's Hospital.

WIBC has won the NAB Crystal for excellence in public service three times